Adding Your Own Custom Tools to Ticker Toolkit™

One of the most powerful features of Ticker Toolkit™ is the customizable list of hyperlinks available in the Basic and Deluxe Editions of Ticker Toolkit™. Adding your own tools for one-click access is one of the features that differentiates Ticker Toolkit™ from other more expensive stock analysis solutions. This capability is possible because Ticker Toolkit™ is provided independent of analysts and brokerage firms whose solutions may constrain you to the tools that they provide.

The steps that you'll take to add a new tool to the Ticker Toolkit™ suite of tools are as follows:

1. Choose the web-based tool that you wish to add to Ticker Toolkit™
2. Identify the URL (web address) associated with your selected tool
3. Convert the URL to the form required by Ticker Toolkit™
4. Add the converted URL to Ticker Toolkit's™ list of custom hyperlinks
5. Test your newly-added tool

For this illustration, we'll add an Insider Trading Activity report to Ticker Toolkit™. You will be able to follow this illustration for any tool that you wish to add.

Step 1: Choose the web-based tool that you wish to add to Ticker Toolkit™

For this example, we'll choose the Insider Trading Activity report provided by Nasdaq.

Step 2: Identify the URL (web address) associated with your selected tool

To find the URL associated with this web-based tool, we'll conduct an Internet search for 'insider trading aapl' as shown in Figure 1. You would conduct an Internet search for your own selected tool.
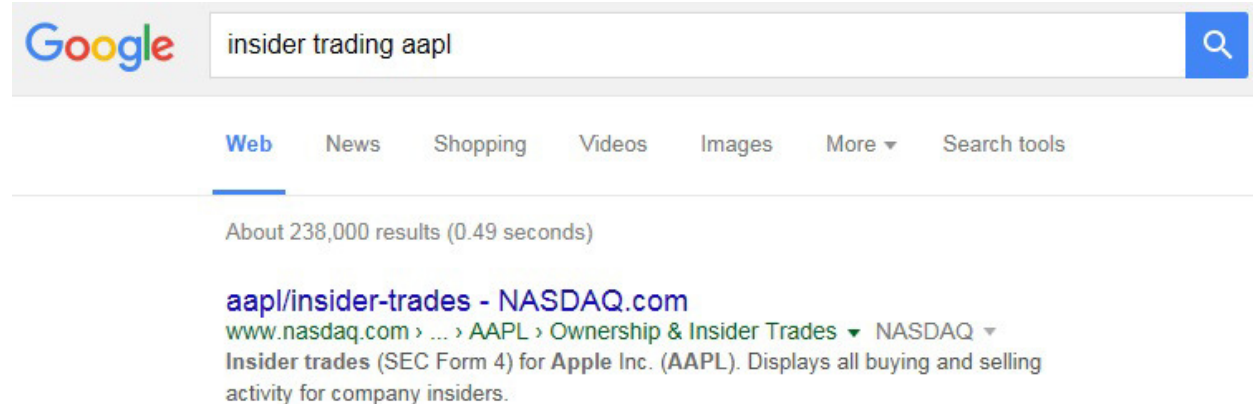

Figure 1: Perform an Internet search to find your selected web-based tool

Clicking on the Nasdaq Insider Trading link returned by our search opens the AAPL-specific Insider Trading Activity report shown in Figure 2. Note the URL highlighted in Figure 2 which is the URL associated with our selected tool: *http://www.nasdaq.com/symbol/aapl/insider-trades*
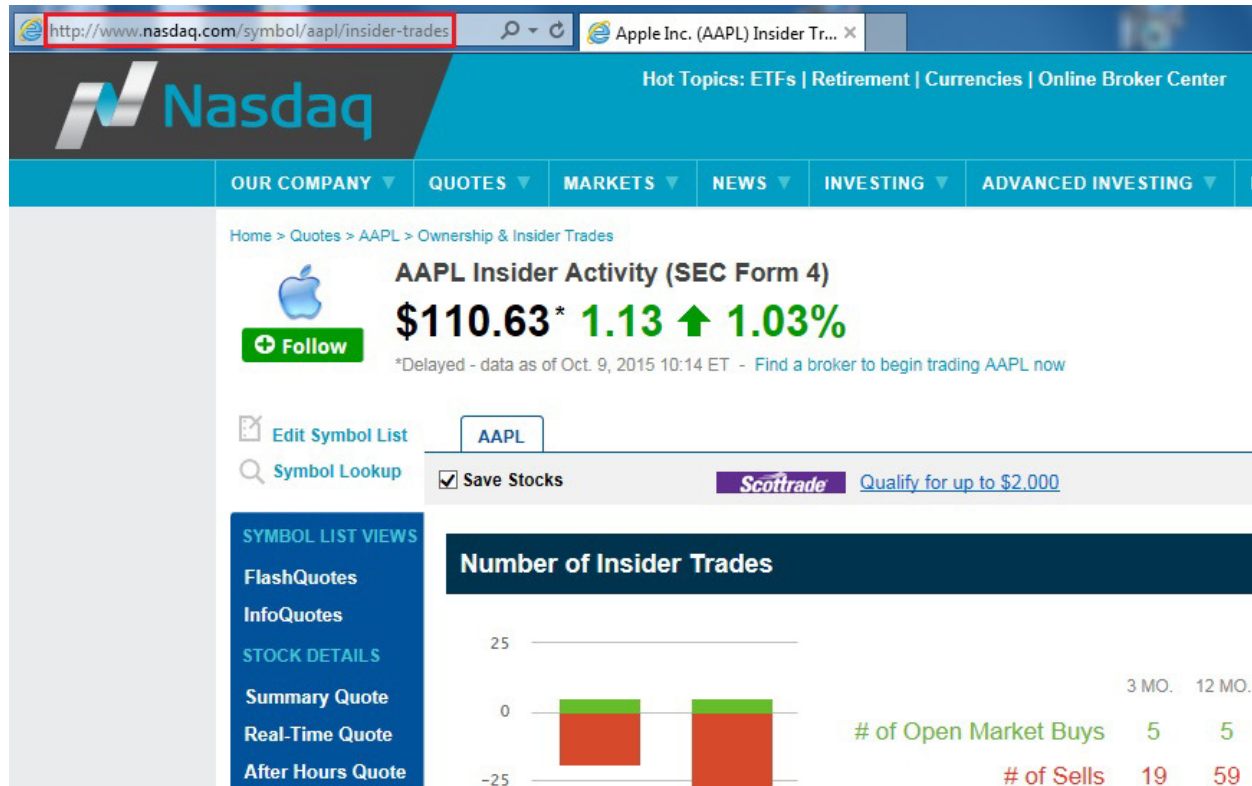

Figure 2: Insider Trading Activity Report for AAPL

Step 3: Convert the URL to the form required by Ticker Toolkit™

Upon closer examination of the URL for our selected tool, we see that the URL is specific to AAPL:

http://www.nasdaq.com/symbol/aapl/insider-trades

If we were to use this URL, it would always take us to the Nasdaq Insider Trading Activity report for AAPL. Convert this URL to the form required by Ticker Toolkit™ by replacing the ticker symbol (AAPL) in the URL with '%symbol%' (without quotes) as follows:

http://www.nasdaq.com/symbol/%symbol%/insider-trades

Step 4: Add the converted URL to Ticker Toolkit's™ list of custom hyperlinks

Add the new web-based tool to Ticker Toolkit™ by inserting the converted URL into Ticker Toolkit's™ list of custom hyperlinks. Open the custom hyperlinks editing form by clicking on the hyperlinks Edit button on the Basic or Deluxe Control Panel shown in Figure 3.
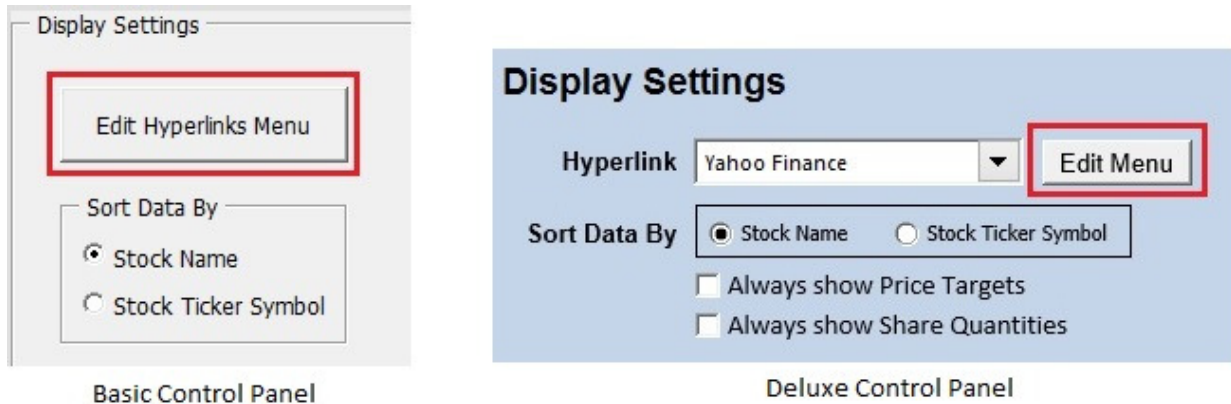

Figure 3: Hyperlink Edit buttons on the Basic and Deluxe Edition Control Panels

The Hyperlinks Edit form opens as shown in Figure 4.

Figure 4: Ticker Toolkit's™ Edit Hyperlinks Form

Ticker Toolkit's™ custom hyperlinks menu can list up to nine custom hyperlinks. If you loaded one of the example workbooks included with Ticker Toolkit™, the Custom Hyperlinks menu is pre-populated with sample hyperlinks. Choose the menu item that you want to replace with your new web-based tool. For this example, we'll choose Menu Item #8, since Menu Item #8 is simply a pre-configured link to the Ticker Toolkit™ website. After editing the custom Hyperlink Name and custom Hyperlink URL, the edited form appears as shown in Figure 5. Click the 'Save' button highlighted in Figure 5 to save your edited hyperlinks menu and then click 'OK' to confirm your menu changes.

Figure 5: Edited custom hyperlinks menu

Step 5: Test your newly-added tool

To test your newly added tool, select it from the Hyperlink pull-down menu on one of your Ticker Toolkit™ stock datasheets as shown in Figure 6.

Figure 6: Select your new tool from the Hyperlink pull-down menu

After selecting your new tool from the Hyperlink pull-down menu, test your new tool by clicking on the name of a stock on your datasheet. If we click on 'AFLAC Incorporated' as shown in Figure 7, the Nasdaq Insider Trading report for AFL is displayed as shown in Figure 7.

Figure 7: Click on the stock name to open the custom hyperlink for the respective stock

If your hyperlink does not open as expected, return to the Hyperlink Menu editing form shown in Figure 5, correct the syntax of your hyperlink and retest.

You can add virtually any web-based stock analysis tool to Ticker Toolkit™ by following this example for your own selected tool.